

SUMMER YOUTH SERVICES

Introduction

This attachment identifies innovative approaches for local program design of summer youth employment services. Several of these projects have developed over time at the local level and have been administered by the service delivery areas (SDA) and/or in partnership with the Employment Development Department (EDD). With the shift in emphasis and funding of youth services under the Workforce Investment Act (WIA) to a year-round program, local areas must find alternate forms of funding. Of particular interest are the projects that were accomplished with the support of private sector employers with little or no government funding.

Los Angeles Youth At Work

During late spring of 1995, the City of Los Angeles Private Industry Council (PIC) anticipated the loss of Summer Youth Employment Programs. The PIC and EDD created a task force to develop a strategy for engaging the private sector in offering summer and intern job opportunities for young people. The task force included representatives of EDD, private sector members of the City of Los Angeles PIC, the Los Angeles Unified School District, the Los Angeles Times Publishing, Young Women's and Men's Christian Association (YMCA and YWCA), United Way, the Los Angeles Convention and Visitor's Bureau, and a small number of community based organizations.

The efforts of the task force produced the LA Youth At Work (LAYAW), a year-round employment project, which is based on these primary components:

- **Introduction to the workplace and orientation seminars on presentation skills:** Each young person enrolling in LAYAW must attend a seminar that provides "real world" orientation to workplace culture, employer expectations, presentation skills, interpersonal communications interview techniques and job retention. The content of the orientations has been designed with the assistance of employers and professional private sector trainers.

An essential piece of the orientation design is that the sessions are primarily conducted by representatives of the private sector including employers, human resources staff and trainers. Over two thousand youth have attended these seminars in each of the last five years.

- **Job Development and Marketing:** With the partnership of the Mayor's Office and the Los Angeles City PIC, LAYAW staff has reached a large number of employers to develop job and intern opportunities for young people. An essential element of the design is that only young people who have successfully completed a seminar are eligible for selection and referral to these openings. Due to this element, LAYAW

can certify to employers that these youth have been provided with a consistent level of training and introduction to the “world of work”. When job openings are identified, the referral information and instructions are shared among a collaborative of partner agencies.

- **Partner-driven delivery for selection and referral of applicants:** LAYAW does not directly solicit youth for participation in the project. A collaborative of youth-service partner agencies (twenty-seven currently, including all EDD field offices in the Los Angeles Job Service Division) schedule their participant/enrollees to LAYAW orientations. Once a participant returns to their referring agency with a completion certificate, that individual becomes eligible for referral to LAYAW job orders. The partner agency benefits from the training and the access to job orders for their certified participants. The process and service is recognized as a benefit to their organization due to the absence of competition.

Over 500 young people per year have been directly placed into jobs. Follow-up activities indicate that another 100 to 150 young people successfully find jobs on their own using the skills learned from the seminars. The EDD actively participates through its field offices, particularly the Youth Employment Opportunity Program staff. A representative of the Division is vice-chair of the Management Board of LAYAW.

Long Beach Summer Youth Program

Last summer the Long Beach SDA, an EDD partner, served approximately 1200 students through the Summer Youth Program. The EDD participated in the effort by providing Job Training Partnership Act (JTPA) certifications and providing orientation workshops to the participants. The Summer Youth program last year had two components:

- Sub-contractor components consisted of specialized job training projects and scholastic remediation programs. Entities such as California State University, Long Beach with its Upward Bound Program, Long Beach City College with academic remediation classes, Jordan High School with Nursing training, Reid High School with Construction training and the California Conservation Corp with Project Sidewalk were contracted to provide the services.
- Regular on-the-job training (OJT) work experience components, which encompassed regular OJT in the clerical support or custodial fields provided by public entities and CBOs.

This year, the Long Beach SDA Youth Coordinator is in the process of drafting a Summer Youth program focusing on adult mentoring, leadership development, tutoring, and guidance counseling. Advertisements will be placed in the local newspapers urging the local business community to provide job shadowing, internship and other employment opportunities to youth this summer in an effort to help establish links between academic preparation and occupational training. Interested employers and organizations will be required to submit a plan for contract consideration. The number of youths served by this year's Summer Program under WIA is anticipated to be smaller than last year due to available funding and new program structure requirements.

Carson, Lomita, Torrance PIC

Atlantic Richfield Corporation (ARCO) has traditionally worked with the Carson/Lomita/Torrance (C/L/T) PIC, to recruit youths for their Summer Youth Program. Last year 30 youths were selected out of 286 applications for the seven-week program. Participants received \$8.00 per hour for classroom and work experience.

The recruitment process started in April with presentations at various high schools throughout the South Bay community. The ARCO Youth Team at the local C/L/T PIC facility conducted interviews. Staff then assisted the ARCO Youth Team in the recruitment, selection & notification of successful candidates.

Those selected for the program worked with ARCO employees and were exposed to the importance of teamwork, dedication, safety rules and the need for effective communication in the workplace.

Santa Ana Summer Youth Employment 2000

The EDD works in partnership with the City of Santa Ana to provide eligible summer youth program candidates with summer employment opportunities. Candidates chosen for the program are able to acquire work skills, earn income, and clarify their career goals. Youth are pre-screened in an effort to successfully match youth with participating employers. The opportunities include clerical, community service, labor positions and high school internships. Some of the many services offered to youth in preparation for employment are:

- Instruction on correct completion of resumes and employment applications in job search.
- Group and individualized job search workshop training for youth
- Interviewing techniques and tips.
- Direct referral and placement of youth to participating employers and labor market information.

Some of the services offered to participating employers include tax credits for both Work Opportunity Tax Credit and/or Enterprise Zone Tax credit, and registration and instruction on how to use CalJOBS for job search assistance.

Santa Ana Summer Youth Job Fair

The Santa Ana Summer Youth Job Fair is sponsored annually by EDD. The one-day event is held on the Santa Ana College campus in conjunction with the Annual Youth Collaborative conference sponsored by Campfire Boys and Girls, and is designed to provide work opportunities for youth. The EDD provides pre-screening and referral assistance to employers, and job search workshops, interviewing techniques, and labor market information to potential candidates.

Various industries are represented including business, and hotel and restaurant, family entertainment, food and retail service.

The Santa Ana Summer Youth Job Fair 1999 was supported by many partners:

- City of Santa Ana
- Santa Ana W/O/R/K Center
- Campfire Boys and Girls
- Girl Scout Council of Orange County
- Southwest Community Center
- Cambodian Families
- Girls Inc of Orange County
- Corbin Center
- Taller San Jose
- Orange County Probation Department
- Conservation Corps

NEXTLINK

NextLink is a school-to-career project of the Santa Ana Chamber of Commerce and the Santa Ana Unified school district. Internships begin for students in June and continue through August. The minimum hourly wage for students is \$6.50 to \$7.00 per hour. Students may work 20 – 30 hours per week and companies have the option to offer continued part-time employment during the school year.

The advantages to business are that employers can hire an intern for immediate projects or longer-term strategic tasks in key areas such as:

- Business and Marketing
- Communications and the Arts
- Health Care
- Public Service
- Science and Technology

There are three choices of interns:

- *Executive Job Interns*: Candidates that have prior education and work experience.
- *Project Management Intern*: Candidates may have had a previous educational or work experience (paid or non-paid) that affords the student with the skills to initiate and complete an entire project.
- *Teacher Intern*: Spends three work days gaining onsite experience to learn what businesses need the schools to address to better prepare students for the workforce and then translate this information into instructional activities.

Mission Viejo

In Mission Viejo EDD staff works with community organizations to coordinate an annual Job Fair for summer youth services. Staff also provides assistance in setting up the staging area as well as, general assistance to participating employers. The local school district helps with flyers and letters, while EDD staff contacts employers. Last year's results indicated there were 49 employers and 200 young people in attendance. 150 jobs were filled.

Orange County

In Orange County, EDD staff with assistance from partners from the One-Stop Centers and other agencies are planning a Summer Youth Job Fair to be held April, 29, 2000. The event will be held at six different locations in Orange County. The Orange County EAC will assist with funding for each event.

Riverside County "Hire A Youth" Job Fairs

The Riverside County offices (Corona, Hemet, Indio, Moreno Valley, Palm Springs, Riverside and Temecula) are planning to have "Hire a Youth" Job Fairs in each area. They will be held in conjunction with the County of Riverside's Economic Development Agency (EDA) and the various partners at our Workforce Development Centers (One-Stops). The job fairs will focus on summer jobs, and also gives EDD the opportunity to market the year-round "Hire a Youth" program.

Marketing efforts will be coordinated to ensure that the flyers will have all 7 sites listed on them. The County will produce the 15,000 flyers needed to advertise the job fairs to the students. All of the job fairs will be held on Saturday, May 13, 2000 from 9 AM to 1 PM. In addition, the EDA's marketing department will handle the media contacts for us.

EDD also requests support from the local Employer Advisory Council's by volunteering their time to participate at the job fairs.

Although EDD staff have taken the lead in planning the job fairs, a team will be formed at each One-Stop with the local partners to plan the details of the local event, as well as recruit the employers and students. This will allow each job fair to better meet the needs of the local community and have a local flavor.

The Coachella Valley Summer Youth Project

The Coachella Valley (Indio and Palm Springs) has had a project in place for the past three years called "Operation Teenwork." The project involves the cooperative efforts of Riverside County Economic Development Agency (EDA/JTPA), EDD, Riverside County Office of Education and local Boys and Girls Clubs. The project provides placement services for youth ages 16 - 21.

Services are provided year round, with special emphasis on summer employment. The most unique feature of the program is the sponsorship: The Desert Sun newspaper is

the major sponsor of the program and provides extensive advertising and marketing for the program. The newspaper has been involved since the beginning of the project, and the "hire-a-youth" advertising runs into the hundreds of thousands of dollars. In addition, the local IMAX Theater provides free movie passes as incentives for program involvement.

Future plans include the development of free bus transportation for youth and donated advertising on local buses. The summer employment program for "Operation Teenwork" will have kickoff job fair at the end of May, which should be well attended and very successful considering the advertising resources allocated.

Monterey

The Monterey Summer Youth Services has established a non-profit organization to seek new funding sources, then distributes and monitors its use/results. The major target for the program is the private sector. A mentoring element has also been added to the summer program, to ensure that private and public sector entities help youth participants make informed career choices. The program also involves several of the community leaders including Congressman Sam Farr, local community mayors, and the PIC.